

# Business Essentials

Tenth Canadian Edition

## BUSINESS ESSENTIALS

Tenth Canadian Edition



Ebert | Griffin | Dracopoulos | Starke



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## Learning Objectives

- Explain how individuals develop their personal *codes of ethics* and why ethics are important in the workplace.
- Distinguish *ethics from social responsibility* and identify *organizational stakeholders*.
- Show how the concept of social responsibility applies both to environmental issues and to a firm's relationships with customers, employees, and investors.
- Identify four general *approaches to social responsibility* and describe the four steps a firm must take to implement a *social responsibility program*.



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# The Business Writer's Handbook Tenth Edition

**Jiyuan Zhang**



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